

TSA.GOV Web Performance Metrics

Jul 1, 2020 - Jul 31, 2020

All Users
100.00% Sessions

Total Visits

3,042,121

% of Total: 100.00% (3,042,121)



Avg. Visit Duration

00:01:35

Avg for View: 00:01:35 (0.00%)



Pageviews

6,317,828

% of Total: 100.00% (6,317,828)



Unique Visitors

2,053,922

% of Total: 100.00% (2,053,922)



Avg. Pages / Visit

2.08

Avg for View: 2.08 (0.00%)



Avg. Time on Page

00:01:28

Avg for View: 00:01:28 (0.00%)



Bounce Rate

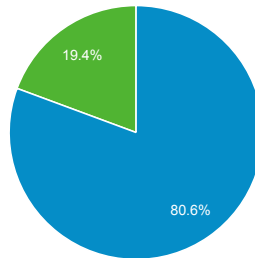
62.56%

Avg for View: 62.56% (0.00%)



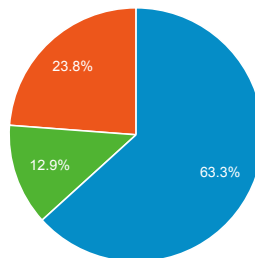
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	2,170,424	44.69%
TSA checkpoint travel numbers for 2020 and 2019 Transportation Security Administration	822,749	83.27%
Transportation Security Administration Transportation Security Administration	277,352	37.14%
TSA PreCheck™ Transportation Security Administration	268,291	38.63%
REAL ID Transportation Security Administration	260,256	64.92%

Visits by Social Network

Social Network	Sessions
Facebook	16,073
Twitter	7,972
reddit	1,769
LinkedIn	989
YouTube	724
Quora	681
Instagram Stories	426
TripAdvisor	414
Instagram	373
wikiHow	354

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,654,374	61.42%
(direct) / (none)	868,698	67.18%
bing / organic	54,596	51.74%
search.usa.gov / referral	41,529	45.88%
aa.com / referral	33,152	65.91%
yahoo / organic	29,324	56.88%
delta.com / referral	22,842	48.26%
dhs.gov / referral	21,874	63.59%
duckduckgo / organic	16,248	61.45%
ttp.cbp.dhs.gov / referral	13,232	46.89%